ABSTRACT OF THE DISCLOSURE

A server places ads on a public web page accessible to Internet visitors. The ads are placed in accordance with an ad campaign strategy of an advertiser. Data that includes ad impressions, IP addresses of visitors and geographical data including locations of IP addresses of the visitors are supplied to a servlet. The servlet separates the enhanced data into site-specific data and advertiser-specific data. The site-specific data and a site-specific applet are transferred to a private web page accessible to the site. The site-specific applet dynamically plots indicia representing ad impressions for a site included in the site-specific data on a map on the private web page accessible to the site. The advertiser-specific data and an advertiser-specific applet are transferred to a private web page accessible to the advertiser. The advertiser-specific applet dynamically plots indicia representing ad impressions for the advertiser included in the advertiser-specific data on a map on the private web page accessible to the advertiser. A visual characteristic (color, size, intensity etc.) of an indicium is changed in proportion to a number of the Internet visitors from the same geographical location.